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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Applicant : Thomas J. Perkowski  
Serial No. : 10/059,078  
Filed : January 28, 2002  
Title of Invention : AN INTERNET-BASED CONSUMER SERVICE  
BRAND MARKETING COMMUNICATION SYSTEM  
WHICH ENABLES SERVICE PROVIDERS, RETAILERS,  
AND THEIR RESPECTIVE AGENTS AND CONSUMERS  
TO CARRY OUT SERVICE- RELATED FUNCTIONS  
ALONG THE DEMAND SIDE OF THE RETAIL CHAIN  
IN AN INTEGRATED MANNER  
Attorney Docket No. : 100-058USANA0  
Examiner : not yet assigned  
Group Art Unit : 2165

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6-16-03  
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Honorable Commissioner of Patents and Trademarks  
Washington, DC 20231

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**SECOND PRELIMINARY AMENDMENT**

Sir:

Prior to examination of the above referenced Patent Application, please amend the same as follows:

**AMENDMENT TO THE TITLE OF INVENTION:**

--INTERNET-BASED CONSUMER SERVICE MARKETING COMMUNICATION SYSTEM EMPLOYING MULTI-MODE VIRTUAL CONSUMER SERVICE INFORMATION (CSI) KIOSKS LAUNCHED BY SELECTING CONSUMER SERVICE INFORMATION REQUEST (CSIR) ENABLING SERVLET TAGS EMBEDDED WITHIN HTML-ENCODED DOCUMENTS--.

**AMENDMENT OF THE CLAIMS:**

Please delete Claims 1-16 without prejudice or disclaimer and add Claims 17-48 as follows

--17. An Internet-based consumer service marketing communication system for enabling a service-provider and its agents to carryout service-related marketing functions along the demand side of the retail chain, comprising:

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